

**GOVERNMENT OF ANDHRA PRADESH
ABSTRACT**

Prohibition & Excise Department – Awareness Campaign on evils of alcohol consumption and promotion and propagation of prohibition policy – Sanction of an amount of Rs.5.00 Crores – Release – Orders – Issued.

REVENUE (Ex.II) DEPARTMENT

G.O.Rt.No.1186

Dated:08.08.2012
Read the following:

1. Note No.84/SPL/C2-CM Peshi/2011,Dt:26-04-2011.
2. From the CPE Cr.No.CPE Peshi/2011, Dt: 30-04-2011.
3. G.O.Ms.No.674, Rev(Ex.II)Dept, dt:23-6-2011.
4. From the CPE Cr.No.CPE Peshi/2011, dt:12-12-2011.
5. From the CPE Lr.No.1261/2011/CPE/N4, dt:31-1-2012.
6. G.O.Ms.No.351, Rev(Ex.II)Dept, dt:05.03.2012.
7. From the CPE Lr.No.1261/2011/CPE/N4, dt:17.04.2012.

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ORDER:

Government, in the G.O. third read above, have constituted a Committee with the following officers to take up a special awareness campaign throughout the State to propagate the policy of prohibition and to educate the masses on the ill-effects of alcohol consumption:-

1. Commissioner, Information and Public Relations, Hyderabad.
2. Commissioner of Prohibition & Excise, A.P., Hyderabad
(Convenor).
3. Principal Secretary/Secretary, Finance.

2. Government, in the G.O. sixth read above, accorded administrative sanction to the Commissioner of Prohibition and Excise, Hyderabad, for an amount of Rs.50.00 crores (Rupees fifty crores only) to take up special campaign throughout the State to educate the people about the ill-effects of drinking and to encourage them to giving up the habit, by devising an intensive media plan carefully keeping the targeted audience in mind under the following Head of Account:-

“2039 - State Excise
800 - Other Expenditure
07 - Campaign on Adverse effect of consumption of alcohol
260 - Advertisements, sales and publicity expenses”

3. Government, after careful consideration of the matter, hereby release the budget allocation for the first two quarters i.e, Rs.5.00 Crores from the provision of Rs.10.00 crores in B.E. 2012-13 under head of account 2039-800-SH(07)-260 Advertising and publicity. The Commissioner of Prohibition & Excise, A.P. Hyderabad is requested to take further action in the matter and report to Government on a monthly basis, details of the campaign activity taken up by him.

4. This order issues with the concurrence of Fin.(Exp. Rev)Dept vide their U.O.No.5171-PFS(IF)/328/A2/Exp.Rev/2012, dt:02.08.2012.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

**ASUTOSH MISHRA
PRINCIPAL SECRETARY TO GOVERNMENT**

To
The Commissioner of Prohibition and Excise, A.P., Hyderabad
The Director of Treasuries and Accounts, Hyderabad
The Accountant General, A.P., Hyderabad.
The Pay and Accounts Officer, A.P., Hyderabad
Copy to the Finance (Rev .Exp) Department
P.S to M(P&E)
P.S to Prl.Secy to CM
P.S to Prl.Secy.to Government (AM)
SF/SCs.

//FORWARDED :: BY ORDER//

SECTION OFFICER